

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ FEB. 18, 1963

1963

| JANUARY | FEBRUARY | MARCH | APRIL |
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| SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--|---|
| <u>WEEK ENDING FRIDAY, FEBRUARY 15, 1963</u> | | | |
| Thursday Feb. 14 12:00 Noon | OPENING OF SUMMER COLLECTION Summer dresses and costumes, designed by John Moore at 12:00 Noon, Feb. 14 and 19. Contact: Lee Pine, BR. 9-1195. | TALMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| Thursday Feb. 14 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOWING "Trans World Flight Fashions by TWA"--fashions by Vera Maxwell. Shoes--Fiorentina. Gloves--Kislay. Door Prizes--Georg Jensen, Monet, TWA. Corday perfume presented to each guest. Press by invitation. Public by reservation--\$4.75; contact: "Headwaiter," EL. 5-3000. Waldorf Fashion Publ.: Ann Walsh. Coordinator & Commentator: Phyllis Youngheart, PL.1-0752. | VERA MAXWELL, INC. (530 SEVENTH AVENUE) | WALDORF-ASTORIA EMPIRE ROOM |
| Thursday Feb. 14 2:30 P.M. | SHOWING: SUMMER COLLECTION Showings at 2:30 P.M., Feb. 14 and 20. Contact: PE. 6-6983. | BRANELL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| Thursday Feb. 14 4:00 P.M. Cocktails | PREVIEW: FALL AND WINTER KNITWEAR Knit ensembles and dresses in silk and wool for Fall and Winter; also men's knitwear. Show at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc. 2 West 59th Street, EL. 5-7872. | KORRIGAN-LESUR; AVAGOLF OF MILAN | HAMPSHIRE HOUSE THE COTTAGE |
| Thursday Feb. 14 4:30 P.M.- 6:30 P.M. Cocktails | PREMIERE PRESS SHOWING: BRIONI'S MEN'S WEAR Specially commissioned design collection of Celanese-Brioni fashions in men's wear, featuring Fortrel polyester. Commentator: Angelo Vittucci, House of Brioni. By invitation. Publicity: Doris Farrant, TN. 7-2000. | CELANESE FIBERS CO. (522 FIFTH AVENUE) | HOTEL BILTMORE BOWMAN ROOM |
| Beginning Thursday Feb. 14 | OPENING: SUMMER COUTURE FASHIONS Summer couture daytime and evening Summer fashions, designed by Angela. By appointment. Contact: Mr. Bruno Landi, JU. 2-1747. | ROSSINO-ANGELA | 30 WEST 57TH STREET SHOWROOM - 3RD FLOOR |
| Beginning Thursday Feb. 14 | OPENING OF SUMMER COLLECTION Showing of Jerry Silverman's Summer collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dione, CH. 4-4940. | JERRY SILVERMAN | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| Friday Feb. 15 12:00 Noon | PREVIEW: SUMMER COUTURE FASHIONS Preview of Summer collection. By invitation. (Note Change Of Date.) Thereafter by appointment. Contact: CH. 4-5693. | COUNTESS ALEXANDER | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|----------|--|-----------------------|---------------|
| Sunday | PRESS PREVIEW: MEN'S | AMERICAN INSTITUTE OF | PALMER HOUSE, |
| Feb. 17- | AND BOYS' WEAR | MEN'S AND BOYS' WEAR | CHICAGO, ILL. |
| Feb. 20 | American Institute of Men's and Boys' Wear in conjunction with the Nat'l Assn. of Retail Clothiers and Furnishers will present their 5th annual press preview. By invitation. Publicity: Rion Bercovici, LT. 1-8210. | | |

WEEK BEGINNING MONDAY, FEBRUARY 18, 1963

| | | | |
|-----------|---|-----------------|---------------|
| Monday | PREVIEW: SIMONETTA | B. ALTMAN & CO. | 3RD FLOOR |
| Feb. 18 | ET FABIANI FASHIONS | | DESIGNER SHOP |
| 9:00 A.M. | Preview for the press of Spring dresses, coats, and suits, reproduced in America exclusively for B. Altman. By invitation. Publicity: Kay Robinson, OR. 9-7800, Ext. 319. | | |

| READY-TO-WEAR TIME TABLE, WEEK OF FEBRUARY 18 | | | |
|---|--|--|---|
| ("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOWING; "*" ALSO SHOWING FRIDAY) | | | |
| MONDAY, FEB. 18 | TUESDAY, FEB. 19 | WEDNESDAY, FEB. 20 | THURSDAY, FEB. 21 |
| 10:00 | Adele Simpson | | Adele Simpson |
| 10:30 David Crystal-dresses | David Crystal-dresses Jane Derby N.S. Petites David M. Goodstein | David Crystal-dresses Trigere Edward Abbott | David Crystal-dresses Jane Derby |
| 11:00 Wragge | Ceil Chapman(P) | | |
| 12:00 Estevez | Mollie Parnis Talmack | Estevez | Mollie Parnis |
| 1:00 Harvey Berin Jr. Sophisticates Teal Traina | Harvey Berin Jr. Sophisticates Teal Traina Hannah Troy | Harvey Berin Jr. Sophisticates Teal Traina Hannah Troy | Harvey Berin |
| 1:15 Gothe | | Goth | |
| 2:30 Hayette Jrs. Aldrich Petites Ira Rentner Martini; Miss Martini | Hayette Jrs. Trigere Maurice Rentner Ceil Chapman House of Jamison | Hayette Jrs. Christian Dior-N.Y. Ira Rentner Martini; Miss Martini Ceil Chapman House of Jamison Larry Aldrich Branell | Aldrich Petites House of Jamison |
| 3:00 Anne Fogarty-dresses | Sarmi(O) | | |
| 4:00 Townley-D. Brooks Eric Lund(P) | Townley-D. Brooks Harold Levine Samuel Winston | Townley-D. Brooks | |
| 6:00 Gustave Tassell(O) | | | |

CONTINUOUS SHOWINGS - These collections have opened

- ALBERTO IMPORTS. Spring-Summer fashions in synthetics, cottons, and wools.
1407 Broadway, 12th Floor, OX. 5-1840.
- ARBE ORIGINALS, INC. . . . Summer collection; also Arbe Imports, Fall knits.
BY DOROTHY ARDEN 498 Seventh Avenue, 11th Floor, CH. 4-2370.
- BARBERINI, LTD. Summer coat and suit collection.
230 West 38th Street, 9th Floor, PE. 2291.
- CABANA Beachwear, dresses, and playclothes by Rikki Kilsdonk.
1410 Broadway, 17th Floor, WI. 7-0326.
- CAMEO EVENING FASHIONS;. Cocktail and evening fashions, by George Nardiello.
FIVE-THIRTY P.M. 530 Seventh Avenue, 3rd Floor, PE. 6-0151.
- CLARET ORIGINALS Summer sportswear and dresses.
498 Seventh Avenue, 8th Floor, LO. 3-6126.
- DAVID CRYSTAL, INC. . . . Summer suit collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- ELOISE CURTIS; & Summer junior collection.
YOUNG THINGS 498 Seventh Avenue, 2nd Floor, OX. 5-6650.
- FONTANA OF ROME. Spring-Summer ready-to-wear collection.
Hotel Plaza, Suite 336, PL. 3-7244.
- SAM FRIEDLANDER, INC. . . Summer collection, designed by Bob Bugnand.
530 Seventh Avenue, 3rd Floor, PE. 6-2663.
- WAYNE FULLER, INC. Daytime and country club dresses.
(LOS ANGELES) Hotel Gotham, Suite 1005-6, CI. 7-2200.
- GROSS SYDNEY, INC. Terry Rogers (misses); Petti-4's (petites).
498 Seventh Avenue, 17th Floor, CH. 4-3558.
- HAYMAKER SPORTS, INC. . . Summer shirts, separates, skirts, and knitted dresses.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- HEISER, INC. Summer dresses and playclothes, by Silvano.
550 Seventh Avenue, 6th Floor, LO. 3-1534.
- MELBA HOBSON Sportswear, playclothes, and dresses, by Melba Hobson.
FOR MR. GEE 1407 Broadway, 25th Floor, WI. 7-8178.
- ARTHUR JABLOW, INC. . . . Cotton suit collection, by David Kidd. By appointment.
530 Seventh Avenue, 9th Floor, LA. 4-3404.
- JUNIOR ACCENT. Summer junior collection, by Frank Adams.
498 Seventh Avenue, 10th Floor, LO. 4-1434.
- BUD KILPATRICK Summer collection. By appointment.
(LOS ANGELES, CAL.) Hotel Plaza, Suite 1101-3, PL. 9-3000.

(continued on following page)

CONTINUOUS SHOWINGS (continued from page 3)

- KIMBERLY KNITWEAR, INC.. Spring-Summer knitwear collection.
1410 Broadway, 18th Floor, LO. 4-1080.
- KLEIN-BLAIKIE, INC. . . . "Round The Clock" Summer dresses and costumes, by Evadale.
498 Seventh Avenue, 6th Floor, BR. 9-7580.
- LANZ ORIGINALS, INC. . . Summer junior dresses and sportswear. By appointment.
1407 Broadway, 26th Floor, OX. 5-6440.
- LEE CLAIRE, INC. . . . Summer, cocktail, and formal fashions.
530 Seventh Avenue, 14th Floor, WI. 7-9470.
- LESLIE FAY, INC. . . . Summer collection.
1400 Broadway, 16th Floor, LW. 9-4000.
- JOAN LESLIE. . . . Summer "Misses Sizes for the Young Connoisseur."
530 Seventh Avenue, 4th Floor, LW. 9-4000.
- LOOMTCGS, INC. . . . Golf, tennis, and boating clothes, by Leo Narducci.
1410 Broadway, 15th Floor, LA. 4-4671.
- ERIC LUND. . . . Summer couture daytime and evening dresses, by Eric Lund.
491 Seventh Avenue, 23rd Floor, WI. 7-1076.
- McMULLEN Summer dresses and coordinates.
550 Seventh Avenue, 20th Floor, OX. 5-4270.
- ROSALIE MACRINI, INC.. Summer capsule collection.
550 Seventh Avenue, 11th Floor, CH. 4-2655.
- MAJESTIC SPECIALTIES . . Color-coordinated separates, by Jeanne Essig.
1410 Broadway, 15th Floor, LO. 4-3113.
- MAM'SELLE. . . . Junior fashions, designed by Betty Carol.
498 Seventh Avenue, 21st Floor, CH. 4-7373.
- MARTIER-RAYMOND. . . . Summer fashions. By appointment.
13 West 57th Street, 2nd Floor, PL. 3-0020.
- VERA MAXWELL, INC. . . . Summer collection. By appointment.
530 Seventh Avenue, 26th Floor, LO. 3-4358.
- MIGNON Summer collection, designed by Dorothy Farbo.
498 Seventh Avenue, 15th Floor, BR. 9-5991.
- MR. MORT Summer dress collection, by Stanley Herman.
498 Seventh Avenue, 20th Floor, OX. 5-4760.
- MR. MORT SPORTSWEAR. . . Summer sportswear collection.
498 Seventh Avenue, 20th Floor, OX. 5-4760.
- NOEL JUNIORS, INC. . . . Spring-Summer junior and petite fashions, by Ralph Savarese.
1400 Broadway, 31st Floor, BR. 9-3112.

(continued on following page)

CONTINUOUS SHOWINGS (continued from page 4)

- PARNES FEINSTEIN, INC. . Summer fashions, designed by Mort Mogel.
530 Seventh Avenue, 10th Floor, BR. 9-0965.
- PATTULLO-. Summer collection. By appointment, except Mondays.
JO COPELAND, INC. 498 Seventh Avenue, 14th Floor, LO. 3-5650.
- PHELPS Spring-Summer collection. By appointment.
(SKYLAND, N.C.) Hotel Sheraton-Russell, Suite 711, MU. 5-7674.
- GRETA PLATTRY. Summer sportswear and separates.
FOR ZACARI LTD. 1410 Broadway, 18th Floor, PE. 6-3650.
- R & K ORIGINALS, INC.. . Summer collection, by appointment.
1400 Broadway, 5th Floor, PE. 6-0900.
- R AND M HIGH Daytime and evening dresses, by Jose Rivero.
FASHIONS, INC. (MIAMI, FLA.) Hotel Gotham, CI. 7-2200.
- REMBRANDT. Summer dress collection.
498 Seventh Avenue, 6th Floor, LO. 4-3600.
- RONNIE FASHIONS. Summer juniors and petites by Joan Gilbert.
1400 Broadway, 34th Floor, PE. 6-4735.
- ABE SCHRADER CORP. . . . Summer dress collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.
- MORT SCHRADER. Summer collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.
- MORRIS SHOENTHAL, INC. . Linda Lu bathing suits, imported from Holland.
32 West 39th Street, 2nd Floor, WI. 7-7210.
- ROBERT SLOAN Sportswear, playclothes, dresses, by Sylvia de Gay.
SPORTSWEAR, INC. 498 Seventh Ave., 7th Fl. Publ.: Margaret Hodge, LT.1-3260.
- STEPHAN LTD. Summer misses dresses.
BY SCHRADER 530 Seventh Avenue, 3rd Floor, LO. 4-9194.
- TRAVILLA Summer collection; also William Sarris. Fashion. By appoint-
(LOS ANGELES, CAL.) Hotel Plaza, Suite 411-13, PL. 9-3000. /ment.
- WHITE STAG MFG. CO. . . Summer sportswear and boating fashions.
1407 Broadway, 18th Floor, BR. 9-1972.
- WILROY, INC. Spring-into-Summer fashions by Pembroke Squires.
498 Seventh Avenue, 22nd Floor, LA. 4-6516.
- MURRAY ZENKEL, INC. . . Summer collection.
530 Seventh Avenue, 19th Floor, CH. 4-2270.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|---|---|
| Monday Feb. 18 5:00 P.M.- 7:00 P.M. | FALL-WINTER '63 FABRIC COLLECTION A display of fashion fabrics containing Du Pont fibers. Press by invitation. Contact: Helen Gray, LO. 3-6400, Ext. 403. Trade by invitation from Feb. 25 to March 22. Contact: Patricia McGinn, Ext. 653. | DU PONT COMPANY | 350 FIFTH AVENUE SHOWROOM - 4TH FLOOR |
| Postponed Feb. 19 | MAINBOCHER'S PRESS PREVIEW OF CUSTOM-ORDER FASHIONS HAS BEEN POSTPONED TO THURS., FEB. 21ST AT 11:00 A.M. (See Below) | | |
| Tuesday Feb. 19 11:00 A.M. | PRESS PREVIEW OF SUMMER COLLECTION By invitation. Contact: LA. 4-5800. Publ.: Eleanor Lambert, MU. 8-2130. | CEIL CHAPMAN | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Tuesday Feb. 19 3:00 P.M. | OPENING OF SUMMER COLLECTION Sarmi will present his Summer collection. Also, at 3:00 P.M., Tues., Feb. 26. By invitation. Contact: CH. 4-7270. | SARMI | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Beginning Tuesday Feb. 19 | OPENING OF SUMMER JUNIOR COLLECTION Continuous showings of daytime and late-day Summer junior collection, designed by Frances Prisco. Contact: PE. 6-2642. | TED BROWN, INC. | 1400 BROADWAY SHOWROOM - 8TH FLOOR |
| Wednesday Feb. 20 10:30 A.M. Coffee | PRESS PREVIEW: SPRING SHOES AND ACCESSORIES Gimbels' will preview their collection of Spring shoes and accessories. (For Release, Wed., Feb. 27.) By invitation. Publicity: Margot Infantino, LO. 4-3300. | GIMBELS | 3RD FLOOR SPECIALTY CORNER |
| Wednesday Feb. 20 4:00 P.M.- 6:00 P.M. | PRESS PARTY TO CELEBRATE ANNIVERSARY J.P. Stevens will invite the press to a cocktail party, celebrating their 150th anniversary. By invitation. Publicity: Mary Baine, OX. 5-1000. | J.P. STEVENS & CO. | 1460 BROADWAY SHOWROOM - 7TH FLOOR |
| Beginning Wednesday Feb. 20 | OPENING: FASHION WRITING COURSES Professional workshop in fashion writing, encompassing editorial and advertising copy used in merchandising fabrics and fashions. A 12-week course conducted by Eleanor H. Hull, Wednesdays 4:20-6:00 P.M.; or 7:00-8:40 P.M. Tuition: \$40.00. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| Thursday Feb. 21 11:00 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for press. By invitation. (For Release, Mon., Feb. 25.) Contact: PL. 5-3714. | MAINBOCHER, INC. | 609 FIFTH AVENUE SALON - 8TH FLOOR |
| Monday Feb. 25- March 1 | ADVANCE FALL SHOE SHOWINGS Members include: Cardone & Baker; D'Antonio; Delman; Erica; Evins; Howard Fox; John Jerro; Margaret Jerrold; Julianelli; Herbert Levine; Lipare; Newton Elkin-Pandora; Palizzio; Palter de Liso; Stanley Phillipson; Seymour Troy; Wolsam Ltd.; Zuckerman & Fox. Executive Director: Charline Osgood, MU. 4-0031. | DESIGNER SHOE GUILD (333 EAST 43RD STREET) | MEMBERS' SHOWROOMS |
| Feb. 26 | PARIS PICTURES RELEASE DATE. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Feb. 26 2:30 P.M. | FASHION CONFERENCE: FALL-WINTER 1963 Fifty-fifth semi-annual preview and evaluation of trends in apparel and shoes: Color, texture, shape, design, for Fall-Winter 1963. Admission by advance registration. Tickets: \$5.00 (includes swatched color guide). Contact: Thelma Hennessey, MU. 6-7520. | NAT'L SHOE RETAILERS ASSOCIATION | HOTEL PLAZA BALLROOM |
| Tuesday Feb. 26 4:00 P.M.- 6:00 P.M. Cocktails | PRESS RECEPTION AT NEW BUILDING Reception for the press to preview Springs Mills new building; also informal modelling of fashions in Springmaid cottons. <u>Trade: Tues., March 5-8, 4:30-6:30 P.M.</u> Both shows, by invitation. Contact: Lucile Queen, 556-6197. | SPRING MILLS, INC. | 104 WEST 40TH STREET 2ND FLOOR |
| Wednesday Feb. 27 9:00 A.M. Coffee | PREVIEW: BED-AND-BATH COLLECTION Preview for press of Fieldcrest's new "Tapestry Print"--complete group of coordinated and solid bedroom and bath linens, exclusively for B. Altman. By invitation. (For Release, Thurs., Feb. 28.) | B. ALTMAN & CO. | 4TH FLOOR CENTER AISLE Publicity: Lorraine Talent, OR. 9-7800, Ext. 412. |
| Thursday Feb. 28 11:30 A.M. | PRESS PREVIEW: CUSTOM-ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 2ND FLOOR SALON |
| Thursday Feb. 28 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOWING "Trans World Flight Fashions by TWA"--fashions designed by Bob Bugnand for Sam Friedlander. Shoes--Fiorentina. Jewelry--David Webb. Gloves--Kislav. Door Prizes: Georg Jensen, Monet, TWA. Corday perfume presented to each guest. Press by invitation. Public by reservation--\$4.75; contact: "Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752. | BOB BUGNAND FOR SAM FRIEDLANDER | WALDORF-ASTORIA EMPIRE ROOM |
| Friday March 1 9:00 A.M. Coffee | PRESS PREVIEW OF FASHIONS BY BILL BLASS Showing of Spring fashions, designed by Bill Blass for Maurice Rentner. (For Release, Mon., March 4.) By invitation. Publicity: Kay Robinson, OR. 9-7800, Ext. 319. | B. ALTMAN & CO. | 2ND FLOOR PETITE BOUTIQUE |
| Monday March 4 11:00 A.M. | PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000. | SAKS FIFTH AVENUE | 3RD FLOOR SALON MODERNE |
| Monday March 4 4:00 P.M. | PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 2ND FLOOR |
| March 5- March 8 | RECEPTION FOR TRADE OF SPRING MILLS NEW BUILDING, 4:30-6:30 P.M. BY INVITATION. Contact: Lucile Queen, 556-6197. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|--|----------------------------------|
| Wednesday March 6 1:00 P.M. Luncheon | PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. (For Release, <u>Fri., March 8.</u>) By invitation. Publicity: Eleanore Bruce, OX. 5-4400. | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| Thursday March 7 10:30 A.M. Coffee | PRESS SHOWING OF IMPORTS AND COPIES Gimbels' showing of import fashions and adaptations to the press. (For <u>Release, Mon., March 11.</u>) By invitation. Publicity: Margot Infantino, LO. 4-3300. | GIMBELS | 3RD FLOOR SPECIALTY CORNER |
| Thursday March 7 12:30 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOWING Rosette Pennington will present Spring fashions by Estevez. Press by invitation. Public by reservation, contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726. | ROSETTE PENNINGTON (20 EAST 56TH STREET) | HOTEL PLAZA PERSIAN ROOM |
| Saturday March 9- March 17 | N.Y. COLISEUM ANTIQUES FAIR Half a million antiques from all parts of the world with emphasis on European and American furnishings, displayed by more than 140 dealers. Hours: 1:00-11:00 P.M.; Sundays, 2:00-7:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128. | WESTCHESTER ENTERPRISES | N.Y. COLISEUM COLUMBUS CIRCLE |
| Tuesday March 12 9:30 A.M. Breakfast | PREVIEW: LINE-FOR-LINE IMPORT FASHIONS Press preview of Ohrbach's Spring couture line-for-line reproductions of coats, suits, and dresses. (For Release, <u>Wed., March 13.</u>) By invita- tion. Publicity: Mark Klauser, OX. 5-4000. | OHRBACH'S | 5TH FLOOR |
| Tuesday March 12 12:30 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOWING "Trans World Flight Fashions by TWA"--fur fashions by Georges Kaplan. Shoes--Florentina. Gloves--Kislav. Door Prizes: Georg Jensen, Monet, TWA. Corday perfume presented to each guest. Press by invitation. Public by reservation--\$4.75; contact: "Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator & Commentator: Phyllis Youngheart, PL. 1-0752. | GEORGES KAPLAN (730 FIFTH AVENUE) | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday March 13 9:30 A.M. Breakfast | PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. (For Release, <u>Thurs., March 14.</u>) By invitation. Publicity: Renee Hall, OX. 5-4500, Ext. 285. | ALEXANDER'S | 500 CLUB 500 SEVENTH AVENUE |
| Wednesday March 13 11:30 A.M. | SPRING-SUMMER PREVIEW BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. (<u>For Release, Fri., March 15.</u>) By invitation. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 4TH FLOOR |
| Thursday March 14 9:00 A.M.; 12:00 Noon | IMPORT FASHIONS AT TWO SHOWINGS "International Couture"--Spring import collection at breakfast and luncheon. (Prices and more details later.) Contact: CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA BALLROOM |

OPERA...THEATRE...MOVIES...BALLET

Monday
Feb. 18 NINETEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., Feb. 18: Wagner's "Der Fliegende Hollaender." Tues., Feb. 19: Verdi's
"La Traviata." Wed., Feb. 20: Beethoven's "Fidelio." Thurs., Feb. 21:
Bellini's "La Sonnambula." Fri., Feb. 22: Puccini's "Turandot." Sat. Mat.,
Feb. 23: Wagner's "Tristan und Isolde." Sat. Eve., Feb. 23: Cilea's
"Adriana Lecouvreur." Publicity: Francis Robinson, PE. 6-1200.

Thursday
Feb. 14 PREMIERE: "TO KILL A MOCKING BIRD" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST.
A Universal release, starring Gregory Peck, Mary Badham and Philip Alford
in the Harper Lee novel about life in a southern town. Producer: Alan
Pakula. Director: Robert Mulligan. Costumes: Rose Marie O'Dell. Publ.:
Paul Haney, PL. 9-8000. Music Hall Publ.: Edward Serlin, CI. 6-4600.

Thursday
Feb. 14 OPENING: "LORENZO" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Starring Alfred Drake, with Fritz Weaver and Carmen Matthews, in the play
by Jack Richardson, about a theatrical group caught in a small Italian war
during the Renaissance; presented by Alexander H. Cohen in association with
Joel Schenker. Director: Arthur Penn. Costumes: Motley. Publicity:
David Rothenberg, TN. 7-3434.

Wednesday
Feb. 20 PREMIERE: "DIAMOND HEAD" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET
Starring Charlton Heston, Yvette Mimieux, George Chakiris, France Nuyen,
James Darren, in the movie about modern Hawaii, filmed in Eastman Color and
Panavision on the islands of Kauai, Oahu, and Hawaii; presented by Jerry
Bresler, released through Columbia Pictures. Director: Guy Green.
Publicity: Bud Rosenthal, PL. 1-4400.

Saturday
March 2 OPENING: "DEAR ME, THE SKY IS FALLING" MUSIC BOX THEATRE, 239 W. 45TH ST.
Theatre Guild will present a comedy by Leonard Spigelgass, based on story
by Gertrude Berg and James Yaffe, about the homely wisdom of a woman when
confronted with the silence of psychiatry; starring Gertrude Berg and
Howard Da Silva. Director: Herman Shumlin. Costumes: Edith Luytens.
Publicity: Dorfman Associates, LO. 3-0858.

Thursday
March 7 OPENING: "THE RIOT ACT" CORT THEATRE, 138 WEST 48TH STREET
Starring Dorothy Stickney with Ruth Donnelly and Mark Dawson in the comedy
by Will Green, about a fey matriarch who rules her brood of three New York
policemen, presented by Emmett Rogers and Stanley Gordon. Director: Jack
Landau. Costumes: Noel Taylor. Publicity: Debuskey-Krawitz, CI. 7-7507.

Saturday
March 9 OPENING: "TOVARICH" BROADWAY THEATRE, B'WAY & 63RD ST.
Starring Vivien Leigh and Jean Pierre Aumont in the musical based on the
Robert E. Sherwood adaptation of Jacques Deval's play, presented by Abel
Farbman and Sylvia Harris. Director: Delbert Mann. Costumes: Motley.
Publicity: Richard Maney, CI. 7-4646.

Tuesday
March 12 FIRST WEEK: N.Y. CITY BALLET N.Y. CITY CENTER, 131 W. 55TH STREET
Tues., March 12: Apollo, Allegro Brillante, Episodes, Symphony in C.
Wed., March 13: Swan Lake, Donizetti Variations, The Cage, La Valse.
Thurs., March 14: Firebird, Four Temperaments, Afternoon of a Faun,
Symphony in C. Fri., March 15: Serenade, Agon, Interplay, Stars & Stripes.
Sat. Mat., March 16: Serenade, Firebird, Interplay, Symphony in C.
Sat. Eve., March 16: Creations of the World, Raymonda Variations, Agon,
La Valse. Sun. Mat., March 17: Swan Lake, Four Temperaments, Creations of
the World, Western Symphony. Sun. Eve., March 17: Donizetti Variations,
The Cage, Episodes, Apollo. Publicity: Robert Larkin, CO. 5-4784.

1964

JANUARY

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